

ORDER



KSNV

Orders
Order / Rev: 107900
Alt Order #: 06864039
Product Desc: BERKLEY FOR SEN ADD
Estimate:
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/15/12 / 10/15/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Berkley, Shelley for Senate
Demographic: A35+
Product Codes: PLC01
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	5	\$2,250.00	\$1,912.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	5	\$2,250.00	\$1,912.50	0.00
Totals	5	\$2,250.00	\$1,912.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	21%	\$2,250.00
Market	100%	\$10,714.29

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$2,678.57
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$2,678.57
KTUD	3%	\$321.43
KVVU	20%	\$2,142.86
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	6%	\$642.86

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/19/12	M-F 5-6a WakeUp w/WagM	5-6a		- TWTF - -	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- TWTF - -			4		\$450.00		0.00				

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E 1	KSNV	10/16/12	10/19/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	- TWTF - -	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	4		\$450.00		0.00						
E 2	KSNV	10/22/12	10/22/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	M- - - - -	:30	1	\$450.00	1	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M- - - - -	1		\$450.00		0.00						
													Totals	5	\$2,250.00